



## 10YFP Sustainable Lifestyles and Education Programme

### TITLE OF THE PROGRAMME: *SUSTAINABLE LIFESTYLES AND EDUCATION (SLE)*

This document presents the proposed Sustainable Lifestyles and Education Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP).

Our current global footprint is about one and half times the Earth's total capacity to provide renewable and non-renewable resources to humanity. In 35 years, with an increasing population that could reach 9.6 billion by 2050, and if our consumption needs and production patterns remain the same, we will need almost 3 planets to sustain our ways of living. Impacts from climate change continue and intensify, biodiversity loss is still accelerating, and non-renewable resources are increasingly exploited, bringing us closer to breaching more planetary boundaries.

As there is a consensus that human activities significantly contribute to these impacts, the question is: how much human societies will be able to change the way they produce and consume in order to reverse this trend and address its consequences on the environment as well as on people? Specific geographical, political and social contexts, cultures and norms will need to be considered as we rethink the way societies are organized, resourced and maintained. The ways individuals, communities and societies exchange and consume goods and services based on current needs and wants, on their values and aspirations, have become crucial in determining whether today's and tomorrow's generations can succeed in living within the boundaries of our planet. As global challenges are becoming increasingly complex and inter-connected, solutions for sustainable lifestyles need to be developed based on integrated, participatory and multi-stakeholder approaches.

There are great opportunities to promote sustainable lifestyles. The proposed programme aims to identify and build on them for an effective and inclusive shift towards sustainability. Working with a broad range of actors, from communities to scientists and economists, it will explore alternative models to do 'more and better with less', solutions promote resource efficiency, less pollution and waste, together with more quality of life and well-being. The proposed programme will respond to an increasing interest in sustainable lifestyles at all levels and in many different contexts. The importance of well-being and quality of life, as part of sustainable development, is emerging in the discourse of many, including policy-makers, economists and researchers. As research on consumer behaviors expands, motivational factors for lifestyles changes are better understood. From global to grass-roots levels, social innovation, collaborative consumption and other transformative models or initiatives are being developed with the objective of building more sustainable societies, sometimes inspired by traditional practices. These trends, over the past years, have generated space and opportunities for sustainable lifestyles to multiply and be mainstreamed.

The development of this proposed programme was co-facilitated by UNEP and UNESCO, and guided by an advisory group regularly consulted on the strategic orientation. It results from a broad multi-stakeholder consultative process initiated in December 2013 (see details under section 11)

The proposal for the SLE programme is supported by 3 co-leads –Ministry of Environment of Japan, the Swedish government and WWF. The suggested Multi-stakeholder Advisory Committee of the proposed programme is composed of 21 members with recognized expertise and implementation capacities at all levels. This governance structure ensures an active participation of the broad range of stakeholders concerned and involved in the shift towards sustainable lifestyles.

As all the programmes of the 10YFP, the proposed programme on SLE is voluntary and is intended to serve the implementation of the 10YFP as contained in A/CONF.216/5 adopted in paragraph 226 of the outcome document of the United Nations Conference on Sustainable Development, as endorsed by GA resolution 66/288.



**1. Please list the overall objectives of the programme and how success will be measured (adjust table as relevant) (See sub-paragraph 7.i of document A/CONF.216/5)**

**The vision and mission of the proposed SLE programme**

**VISION**

***A world where sustainable lifestyles are desirable, beneficial and accessible for everyone, enabled, supported and encouraged by all sectors of society, including governments, the business sector and civil society.***

**MISSION**

**To foster the uptake of sustainable lifestyles as the common norm, with the objective of ensuring their positive contribution to addressing global challenges, such as climate change mitigation and adaptation, resource and biodiversity conservation, poverty eradication and social well-being. This will be done through multi-disciplinary research and multi-stakeholder cooperation, through the promotion of participative and bottom-up approaches, innovative policies, economic instruments and technologies, awareness-raising as well as through all forms of education.**

The overall objectives of the proposed programme are as follows:

**Objective 1**

**Build a shared vision of sustainable lifestyles:** achieve a common framework of understanding of sustainable lifestyles through multi-disciplinary approaches, giving full consideration to consumption behaviors as well as to what determines them, including economic systems, enabling infrastructures, availability of products and services, innovations, social interactions and collaboration, well-being, traditions and cultural norms.

**Objective 2**

**Integrate sustainable lifestyle principles and practices across all sectors of society,** in an inclusive manner and through multi-stakeholder partnerships, both with the private and public sectors, and at all stages of people's lives, for an effective and long-lasting change in consumption and production patterns.

**Objective 3**

**Develop tools and incentives, provide capacity-building for achieving sustainable lifestyles and disseminating good practices,** in order to support and enable an effective shift towards sustainable lifestyles both on the production and demand sides.

**Objective 4**

**Empower individuals to adopt sustainable lifestyles through education, awareness-raising and participation,** engaging all forms of education (formal, non-formal, etc.).

**Objective 5**

**Measure and track the benefits of action targeting lifestyles,** by developing the appropriate measurement tools including systems analysis measurements, the programme will aim to implement a consolidated reporting framework on the impacts of sustainable lifestyles activities on key objectives (e.g. climate change mitigation and adaptation, poverty eradication and well-being), as well as their



contribution to achieving Sustainable Development Goals more broadly.

**Measuring success**

In the area of sustainable lifestyles and education, progress achieved and impacts involve multiple factors and can be measured at many levels. Indicators of success for the programme and its activities will be identified, together with criteria and monitoring methodologies, by the co-leads and members of the Multi-Stakeholder Advisory Committee of the programme. This work will be conducted under the work area 3 of the programme, dedicated to the elaboration of impact and progress measurement methodologies and indicators, and to the development of a robust measurement system for the programme to ensure and measure its contribution to global priority challenges, including climate change mitigation and adaptation, resource efficiency, poverty eradication and well-being improvement. The indicators below are only illustrative:

Work area	Example of indicators
1.a	- Number of governments and local authorities including the safeguarding of traditional and indigenous practices as a component of their sustainable development strategies
1.b	- Number of companies with a responsible advertising and marketing strategy
1.c	- The number of national sustainable development strategies and policies, SCP action plans, formal education strategies, curricula and programmes integrating sustainable lifestyles and consumption.
2.a	- The development and adaptation of teaching tools and methodologies on ESC and lifestyles for use in non-formal and informal education, such as YouthXchange guidebooks and tool kits
2.b	- The number of education projects and initiatives on sustainable lifestyles and consumption, implemented locally, nationally and internationally, focusing on non-formal and informal education.
2.c	- The creation of an interactive youth platform on sustainable lifestyles engaging youth from all regions in sustainable lifestyles issues.
3.a	- Number of governments trained on visualization and prospective analysis for sustainable lifestyles
3.b and c	- Number of stakeholders trained to apply measuring frameworks for (sustainable) lifestyles

**2. Please describe how the programme will contribute to meeting the goals / common values of the 10YFP as well as to the three dimensions of sustainable development?**

This proposed programme considers lifestyles and education in the context of sustainable development and through an integrated approach that aims at addressing the three dimensions of sustainability (environmental, economic, and social). It builds on a **holistic and multi-disciplinary approach to lifestyles and their impacts** that has emerged over the last 10 years, including through partnerships and initiatives developed under the Marrakech Process on SCP. This approach defines the concept of lifestyle as one that refers to social behaviors enabled or, on the contrary, imposed by socio-economic systems, physical infrastructures and products, and that result from both collective and individual decisions. Lifestyles are also a matter of identification: they are anchored in values, aspirations, social positions and interactions, religion, psychological or political preferences.

In this programme proposal, **sustainable lifestyles are therefore considered as ways of living, social behaviors and choices that minimize environmental degradation (use of natural resources, CO<sub>2</sub> emissions, waste and pollution) while supporting equitable socio-economic development and better**



**quality of life for all.** The mission of the proposed SLE Programme is to support the transition towards sustainable, resource efficient and low-carbon lifestyles at all levels, through a **broad range of instruments**: information sharing, research and education, the design of conducive policies, infrastructures and economic instruments, as well as dialogues and partnerships with the business sector to trigger innovation for sustainable lifestyles and responsible marketing practices.

**Recognizing the multi-dimensional nature of lifestyles and behaviours, as well as the diversity of their forms and contexts**, the proposed programme materializes the need to bring together communities of practice and initiatives, knowledge and expertise, from various sectors of society to create synergies and promote both innovative and people-centred solutions conducive to sustainable lifestyles. This includes a broad range of actors, from national and local governments, to academia, civil society organizations, local and indigenous communities, education institutions, teachers and students, the business sector, entrepreneurs and investors. The objectives and activities of the programme are meant not only to engage these actors but also to facilitate new cooperation and alliances for implementation.

In order to ensure a coherent delivery of sustainable lifestyles and education projects, as well as to respond to the need for a mix of instruments and approaches, the implementation of activities conducted under the SLE programme will be guided by the following sequence:

- **Identifying existing, traditional or emerging models and practices for sustainable lifestyles** through stock-taking, research and experimentation;
- **Activating them, replicating and scaling them up** through the development and implementation of appropriate **policies, measures, instruments, capacity-building activities and tools** at all levels, **and more generally of the enabling conditions** for sustainable lifestyles;
- **Educating and communicating** in order to foster the development of the knowledge and skills that are necessary to the uptake of these models and practices;
- **Measuring their costs and benefits**, including in terms of economic opportunities, as well as their **contribution to the achievement of broader sustainability objectives**, mainly climate change mitigation, poverty eradication and well-being.

The **diversity of contexts and needs** will be reflected and fully addressed through the stock-taking of good practices and successful initiatives at all levels (international, national, local, urban and rural), as well as through research aimed at identifying the main drivers and barriers to behavioral change (e.g. consumption-based economic systems, lack of infrastructures, goods and services, but also cultural values and norms), and at contextualizing the solutions that can enable and trigger behavioral change in the long run.

The programme proposal also puts emphasis on **participatory and bottom-up approaches**, giving particular attention to **grass-root and community level initiatives, traditional knowledge and practices**, as well as to the engagement of key population groups such as **women and young people**. It considers all forms of **education as a core elements of the transition towards sustainable lifestyles** that plays an essential role in fostering critical thinking and building a better understanding of the consequences of individual and collective actions or choices. The main **learning environments** – from schools to homes and workplaces – will be mobilized to mainstream sustainable lifestyles choices and practices.

**Building the business case and encouraging innovation for sustainable lifestyles** will be a strong focus of the proposed programme. This will be done through the identification and dissemination of good business practices and promising innovations for the development of sustainable lifestyles markets, and access to and use of supportive products and services, especially in high impact sectors (e.g. housing, mobility, food, ICTs). Particular emphasis will be put on **social innovation and**



**entrepreneurship**, for their potential to contribute to sustainability objectives, to **transform markets and generate jobs**. Dialogues between policy-makers, the business sector and consumers will be facilitated to encourage replication and scaling-up of **regulatory frameworks, incentives, and public-private partnerships supportive of market innovation for sustainable lifestyles**. Lastly, the proposed programme will aim at promoting the uptake of responsible practices and strategic approaches to sustainable lifestyles in the **communication, marketing and advertising sectors**.

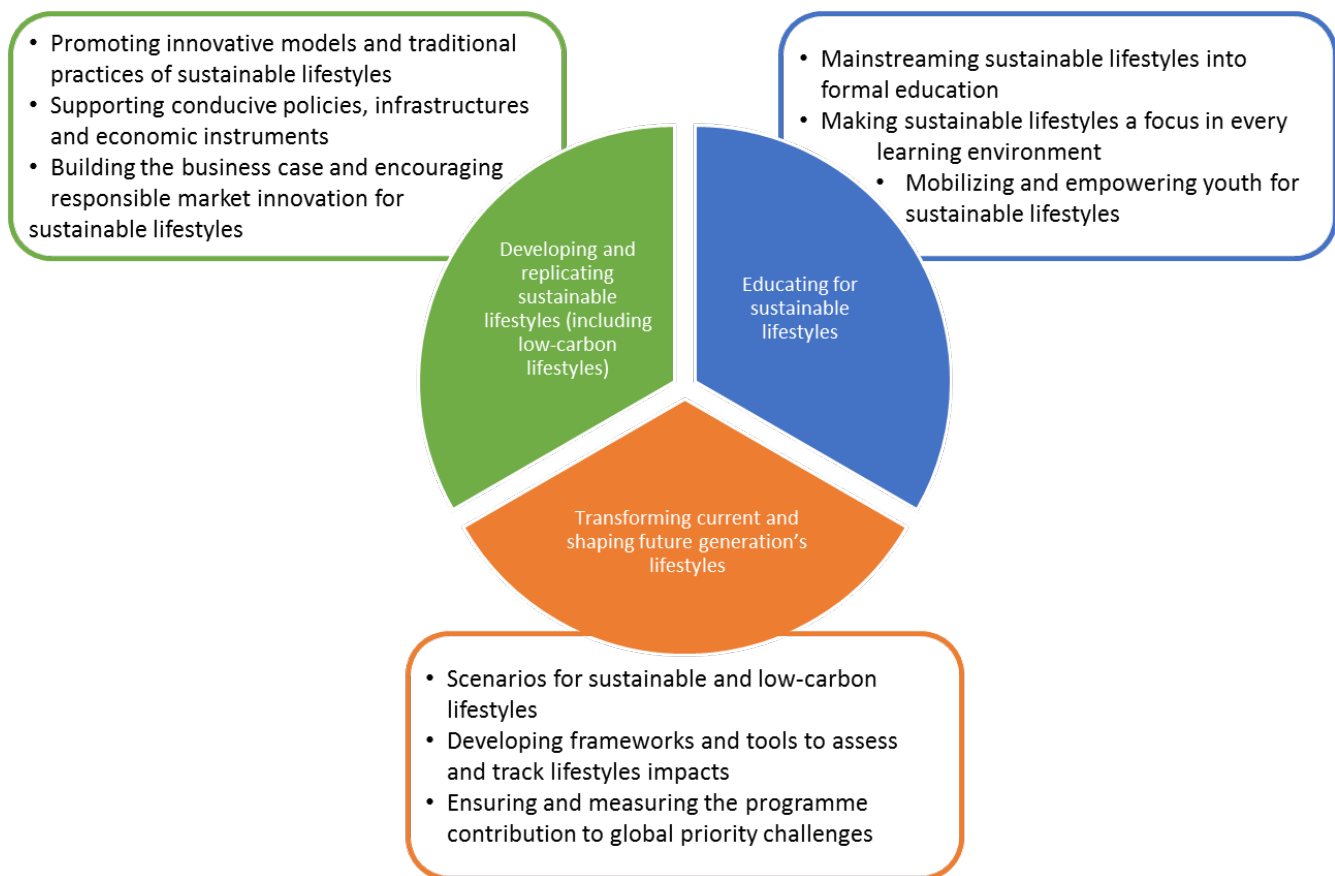
The proposed SLE programme and activities will **mobilize scientific knowledge, emanating from both natural and social sciences**, to build capacities as well as to promote the development, replication or scaling-up of effective approaches and initiatives for sustainable lifestyles. **Realistic and tangible scenarios for sustainable lifestyles** will be developed, including hotspots analysis, to support decision-making and investments, and will be used as training material to build capacities among decision-makers at all levels. **Life cycle thinking** has proven to be an effective driver for the shift towards sustainable lifestyles, through increasing consumer and citizen awareness of the consequence of their choices, or through supporting decisions about creating products, services and developing communities that are more sustainable. These approaches will be embedded in many activities under the programme, including education activities. Assessing progress on economic, social and environmental pillars is one of the five objectives of the programme, which implies the development and implementation of a **consolidated science-based reporting framework**.

### ***3. What are the main work/focus areas and related activities of the programme?***

This Programme proposal serves as the initial framework for building an action-oriented partnership to advance sustainable lifestyles at the international, regional, national and local levels. As activities evolve and as research brings new findings, new needs for action and cooperation will be identified and added to this framework. In that respect, the structure and organization of the work areas in this programme proposal are designed to be comprehensive and flexible enough to accommodate future needs and emerging issues that will be identified by programme actors over the coming years. It is possible that this structure will be adapted as the need for effective programme implementation dictates – for the time being however it is considered to encompass a comprehensive set of the activities and capacity building support required to enable the shift to sustainable lifestyles.

Many activities have been identified under the work areas of the programme. They will be prioritized based on potential impacts and benefits on the short and long term, funds availability and implementation partners. Priorities for the initial implementation phase of the programme will be identified by the co-leads together with the members of the Multi-Stakeholder Advisory Committee on the occasion of their first meeting following the formal launching of the programme. Giving the importance of identifying indicators and developing relevant measurement frameworks for assessing progress achieved by the programme, activities under work area 3 will be among these priorities.

### Work areas of the proposed SLE programme



#### WORK AREA 1 - DEVELOPING AND REPLICATING SUSTAINABLE LIFESTYLES, INCLUDING LOW-CARBON LIFESTYLES

The objectives will be to a) promote both innovative and traditional models and practices for sustainable lifestyles, b) support conducive policies, infrastructures and economic instruments; and 3) building the business case, encouraging responsible market innovation for sustainable lifestyles.

Numerous movements, initiatives and projects have emerged to advance sustainable lifestyles. Their potential with regards to achieving resource efficiency, reducing environmental impacts, creating jobs and improving well-being is increasingly recognized. On the other hand, some traditional and indigenous communities and practices are often mentioned as inspiring examples for a sustainable use of natural resources and low impact ways of life. In addition to their cultural value, traditional social practices such as local food markets, production of artisanal goods or repair shops have a positive contribution to sustainable development, encouraging local economies and extending products' lifespans. The programme will engage and work in close cooperation with governments, local authorities and traditional communities, civil society and creative networks, as well as with the business sectors (e.g. mobility, food, housing, ITCs, waste management, tourism) to identify best practices, demonstrate their benefits, and support their development through capacity-building, training, pilot-projects and communication.





The design and implementation of conducive policies and economic instruments, together with the development of enabling infrastructures, is also essential to the mainstreaming of sustainable and low carbon lifestyles. Because they eventually aim at triggering social transformation, their success depends on a good understanding of the social fabric, as well as on the adoption of an inclusive and participatory approach for their development. In light of the increasing urbanization rate at global level, it is proposed that a specific activity stream would be dedicated to sustainable lifestyles and urban setting. However, other activities under this work area could look at both rural and urban environments and communities. The SLE programme will promote participatory, people-centered and empowering approaches to the development of conducive and enabling frameworks for sustainable lifestyles.

Reforming existing and developing new markets is an essential enabling condition for the mainstreaming of sustainable lifestyles. This requires new business strategies, as well as the development and marketing of sustainable goods and services that can support and lead to behavioral changes or new practices. Aspirations and desires are also influenced by constant exposure to messages conveyed by the entertainment, information and advertising sectors about how a good life should look like. The objective of the SLE programme will be to engage these sectors to highlight sustainable lifestyles messages and work in close cooperation with consumers, the business sector, including from the marketing and advertising community, higher education institutions and governments.

Work/focus areas	Activities*	Budget Secured
<p><b>Sub work area 1.a</b> <b>Promoting innovative models and traditional practices of sustainable lifestyles</b></p>	<ul style="list-style-type: none"> <li>- <b>Identify successful examples of innovative models and traditional practices supportive of sustainable lifestyles</b>, including where combining traditional and new knowledge has inspired creative solutions, and developing recommendations to scale them up or adapt them to other contexts (E / N)</li> <li>- <b>Demonstrate and quantifying the benefits (environmental, social, economic) of these emerging models and traditional practices</b>, including those based on social innovation and sustainable entrepreneurship, taking into account various contexts and socio-cultural value systems (N)</li> <li>- <b>Support the implementation of pilot projects to replicate and/or scale-up promising practices and solutions for sustainable and low carbon lifestyles</b>, based on bottom-up and participatory approaches, and tracking and measuring associated benefits (N)</li> <li>- <b>Develop training materials</b> which showcase the added-value of these models and practices in the long run and replicability in order to inform the development supportive of policies and initiatives (E / N)</li> <li>- <b>Disseminate and increase the visibility of identified best practices</b>, e.g. online platforms and targeted publications and communication tools, outreach activities and presence at the international level (E)</li> </ul>	Partly
<p><b>Sub work area 1.b</b> <b>Supporting conducive policies, infrastructures and economic instruments</b></p>	<ul style="list-style-type: none"> <li>- <b>Provide policy advice to decision-makers</b> to identify entry points for SL policies and measures in the context of broader or sectoral policy frameworks (e.g. energy efficiency, waste management, food consumption, health), promoting participatory, ‘people-centered’ and empowering approaches (N)</li> <li>- <b>Conduct policy-relevant and multi-disciplinary research projects</b> on behavioral change towards sustainable lifestyles, in order to provide strategic recommendations for the design of conducive policies and incentives, and with a view to generating long-lasting positive impacts (E/N)</li> <li>- <b>Identify and showcase successful examples of policies, infrastructures and economic instruments</b>, including regulations, financial incentives</li> </ul>	Partly



	<p>(e.g. subsidies), rural / urban planning and provision of conducive infrastructures or public services, that have triggered sustainable and low carbon lifestyles or prevented unsustainable practices, assessing costs and benefits (economic, social and environment) and potential for replicability (E/N)</p> <ul style="list-style-type: none"> <li>- <b>Organize the dialogue with the private sector, consumers and policy-makers</b>, e.g. through workshops and virtual meetings, to analyze economic barriers to the adoption of more sustainable solutions (N)</li> <li>- <b>Implement pilot projects</b>, especially at the local or community level, aiming at triggering or enabling behavioral change with high impact potential (mobility, food, housing, ITCs, waste management, tourism)(E / N)</li> </ul>	
<p><b>Sub work area 1.c</b> <b>Building the business case and encouraging responsible market innovation for sustainable lifestyles</b></p>	<ul style="list-style-type: none"> <li>- <b>Identify best business practices and promising innovations</b> for the development of markets, access to and use of products and services supportive of more sustainable lifestyles (E)</li> <li>- <b>Demonstrate and quantify the value-added of the business innovations or developments for SL</b> (technologies, appliances, products and services), especially in high impact sectors (mobility, food, housing, ITCs, waste management, tourism) (N)</li> <li>- <b>Encourage private investments</b> in creative solutions for SL, building cooperation with leading organizations in the field of social entrepreneurship, engaging business schools and young entrepreneurs</li> <li>- <b>Develop partnerships with business schools, higher education institutions and student associations</b> to include SL in training programmes in key areas (marketing, product development, product design, advertising and project management) (E / N)</li> <li>- <b>Develop guidelines and training tools for influential professions, including market researchers and analysts</b>, to support a better understanding of SL aspirations and opportunities (N)</li> <li>- <b>Identify and share good practices on sustainable lifestyles in the communication, marketing and advertising sector</b>, e.g. database of communications and advertising campaigns on SL, support to development of codes of conduct / principles on the use environmental or sustainability claims, in cooperation with the 10YFP Consumer Information programme (E/N)</li> <li>- <b>Facilitate dialogues between policy-makers, the business sector and consumers</b> to encourage replication and scaling-up of regulatory frameworks, incentives, public-private partnerships supportive of market innovation for SL (N)</li> </ul>	<p>Partly</p>

\* "N" and "E" indicate new and existing activities respectively. Priorities among existing and new activities will be identified together with the members of the MAC

## WORK AREA 2 - EDUCATING FOR SUSTAINABLE LIFESTYLES

The objective will be to: a) mainstreaming sustainable lifestyles into formal education; b) making sustainable lifestyles a focus in every learning environment and c) mobilizing and empowering youth for sustainable lifestyles.

Despite increasing international recognition on Education for Sustainable Consumption and Lifestyles (ESCL), mainstreaming and implementing education for sustainable consumption and lifestyles in formal education curricula is still a challenge. Various networks, initiatives and tools have been developed in different regions. However, more efforts are needed to apply, scale up and replicate them, as well as to support implementation at national and regional levels. Working in close cooperation with multiple stakeholders, including education institutions at all levels, teachers, and students, the SLE programme will support the inclusion of Sustainable lifestyles at all





levels of formal education.

Learning is a continuous process that goes beyond formal education settings. Every day, people make decisions in various learning environments, including workplaces and homes. Examples where ESCL is brought to these places are increasing, showing the applicability of ESCL in real life. To supplement classroom education, there is a need for scaling-up and replicating such initiatives. This is fundamental to reinforce public acceptance of sustainable lifestyles and to empower citizens in developing solutions and vision for sustainable lifestyles.

While youth are surrounded by images and messages about unsustainable consumption and can be influenced by unsustainable trends, they are also increasingly informed about global issues. Childhood and adolescence are key life stages for the development of life-long patterns of behavior and, therefore, provide a critical 'time window' for intervention. Mobilizing youth and helping them to better understand the advantage of adopting more sustainable ways of living is a priority, as youth are not only a current but also the next generation of decision-makers and thus key agents of change.

Work/focus areas	Activities*	Budget Secured
<b>Sub work area 2.a</b> <b>Mainstreaming sustainable lifestyles into formal education</b>	<ul style="list-style-type: none"> <li>- <b>Promote SL as an objective of education policies at national level and its inclusion into formal education curricula at all levels</b>, e.g. institutional strengthening projects, multi-stakeholder cooperation and sharing of success stories (E)</li> <li>- <b>Support multi-disciplinary research and cooperation in the development of ESCL toolkits and learning / teaching materials</b>, developing a cooperation network of professional, educators and researchers from diverse disciplines on ESCL (E)</li> <li>- <b>Develop initiatives and work with education institutions, including higher education institutions</b>, and teachers for the mainstreaming of SL principles into their <b>daily management</b> as well as in their programmes, with the active participation of students (E / N)</li> <li>- <b>Encourage the design and implementation of assessment methods</b> to evaluate the effectiveness of SL measures implemented in education institutions, students' knowledge and skills on sustainable lifestyles and consumption (N)</li> </ul>	Partly
<b>Sub work area 2.b</b> <b>Making sustainable lifestyles a focus in every learning environment</b>	<ul style="list-style-type: none"> <li>- <b>Develop, promote, adapt and disseminate guidelines for public campaigns on SL and share good practices</b> to inform the development of effective public campaigns on key issues (e.g. health, nutrition, energy use, waste, mobility) (E)</li> <li>- Showcase <b>best practices for SL in workplaces</b>, including <b>information to workers and internship and/or scholarship programmes</b> that encourage youth to develop innovative solutions on SL (N)</li> <li>- <b>Research and disseminate best practices that facilitate the adoption of sustainable behaviors in home environments</b>, in relation with the Consumer Information programme (E)</li> <li>- <b>Engage the arts, cultural and sport sectors on the promotion of SL models</b>, e.g. developing guidelines and capacity building on sustainable lifestyles in cultural and sports events or settings (N)</li> </ul>	Partly
<b>Sub work area 2.c</b> <b>Mobilizing and empowering youth for</b>	<ul style="list-style-type: none"> <li>- <b>Support youth networks and engaging policy makers in building and maintaining an interactive dialogue</b> with youth and youth organizations on SLE (E)</li> <li>- <b>Encourage youth engagement</b> in developing solutions and visions for SL through <b>outreach tools and activities</b> (E / N)</li> </ul>	Partly



<b>sustainable lifestyles</b>	<ul style="list-style-type: none"> <li>- <b>Share positive examples of the role of social media and mobile technologies in mobilizing youth, develop partnerships with social media and web industry to bring existing SL resources to youth (N)</b></li> <li>- <b>Developing partnerships with key sectors and brands on SL to build new role models with youth (N)</b></li> </ul>
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\* "N" and "E" indicate new and existing activities respectively. Priorities among existing and new activities will be identified together with the members of the MAC

### WORK AREA 3 - TRANSFORMING CURRENT AND SHAPING FUTURE GENERATION'S LIFESTYLES

The objectives will be to a) develop scenarios for sustainable and low-carbon lifestyles, b) develop frameworks and tools to assess and track lifestyles impacts, as well as 3) ensure and measure the programme's contribution to global challenges.

What makes a lifestyle, how to describe it and enable change towards more sustainable behaviors and choices is often seen as too complex and overwhelming a question to address. There are multiple factors that need to be identified and taken into account and that require multi-disciplinary approaches to be well understood. Common analytical criteria and frameworks to visualize transformative ways of living, in various contexts, as well as at different moments in time, are also needed for decision-makers to translate into concrete actions which enable stakeholders to achieve sustainable lifestyles objectives. Here also, numerous partners will be engaged, notably from scientific and technical communities or networks, UN agencies but also the private sector, governments and local authorities.

Numerous frameworks and methodologies to evaluate goods, services or organizations are developing and maturing all over the world, with a focus on measuring and tracking progress towards sustainability. The global trend to expand the scope of application of such tools to territories, cities, countries, and individuals represents an opportunity to bring the lifestyles perspectives within those initiatives.

Activities developed and carried out under this programme aim at addressing global and pressing challenges, such as climate change mitigation and adaptation, resource efficiency, poverty eradication and well-being. This will require the development and application of consistent and integrated tools to measure and track the contribution of programme activities to addressing these challenges with a systematic approach. In this context, it is proposed to concentrate on ensuring the programme contribution to addressing three identified priority challenges, namely climate change mitigation and adaptation, resource efficiency, as well as poverty eradication and well-being improvement.

Work/focus areas	Activities*	Budget Secured
<b>Sub work area 3.a Scenarios for sustainable and low-carbon lifestyles</b>	<ul style="list-style-type: none"> <li>- <b>Promoting a multi-disciplinary research and pragmatic approach to SL, engaging international networks, developing and disseminating guidelines and toolboxes to identify lifestyles trends and opportunities in a multi-stakeholder and participatory manner (E / N)</b></li> <li>- <b>Develop and visualize SL scenarios for decision-making, e.g. through the design of realistic and tangible scenarios for SL, research on behavior change, 'mega-trends' and ICT impacts on lifestyles. Establish baselines or 'hotspots' to identify priority actions at various levels (regional, national, local, private or public sector) (N)</b></li> <li>- <b>Provide trainings and capacity-building to policy-makers from both the public and the private sector, based on SL scenarios and visualization tools (N)</b></li> <li>- <b>Develop communication and information materials adapted to</b></li> </ul>	Partly



	specific target audiences, to foster the induction of SL concepts and visions across all levels of society (N)	
<b>Sub work area 3.b Developing frameworks and tools to assess and track lifestyles impacts</b>	<ul style="list-style-type: none"> <li>– <b>Define measuring frameworks for (sustainable) lifestyles</b>, supporting integration of well-being and lifecycle based indicators (N)</li> <li>– <b>Develop tools to operationalize the assessment of lifestyles</b>, e.g. developing integrated tools for evaluating lifestyle impacts, conducting research projects to address data gaps, developing practical guidelines on lifestyle impacts measurement (N)</li> <li>– <b>Develop methodologies and systems for households and consumers to measure their lifestyle impacts</b> and to give them feedback on the results of their choices and developing necessary training and awareness for consumers (E/N)</li> <li>– <b>Evaluate the suitability of existing sustainability indexes</b>, develop joint projects with networks to promote global and national databases and guidelines for lifestyles impacts measurement (E/N)</li> </ul>	Partly
<b>Sub work area 3.a Ensuring and measuring the programme contribution to global priority challenges</b>	<ul style="list-style-type: none"> <li>– <b>Support the programme’s activities in defining objectives to address global challenges</b>, e.g. assessing the benefits potential of realistic future scenarios and/or supporting activities’ coordinators in including and measuring these objectives at the activity level (N)</li> <li>– <b>Develop reporting and tracking tools to assess projects’ and the programme’s contribution to addressing global priority challenges</b>, e.g. through lifecycle-based GHG assessment tools (N)</li> <li>– <b>Consolidate the progress achieved under the whole programme and measure impacts and achievements of its activities with regards global challenges including climate change mitigation (N)</b></li> </ul>	Partly

\* “N” and “E” indicate new and existing activities respectively. Priorities among existing and new activities will be identified together with the members of the MAC

**4. Please explain how the programme responds to regional and national (sub-national and local) needs, priorities and circumstances in developed and/or developing countries.**

Even though aimed at common objectives and driven by common values, sustainable lifestyles can only be contemplated in their diversity. Their expression will depend on local contexts, cultures and existing infrastructures. This programme will aim at **formulating common visions and needs to accelerate the shift towards sustainable lifestyles**, and at developing tools for developing adequate solutions adapted to local contexts. The identification of best practices will allow to bring together stakeholders from various regions and backgrounds, to build **synergies and cooperation between similar initiatives** that could be developed replicated or adapted. The programme also strongly relies on **trans- and multi-disciplinary** approaches, as the key to develop solutions that address people’s everyday reality and aspirations. Once best practices are identified, the programme support the **capacity-building activities at regional and national levels** in order to activate and implement these best practices on the ground.

**5. How does this programme build cooperation and synergies with other existing programmes of the 10YFP?**

Lifestyles cover everything from the food we eat, to how we interact with others and to how we get around. The Sustainable Lifestyles and Education programme will link with all the other thematic and sectoral programmes of the 10YFP, and will have a transversal role to play in ensuring that they contribute to achieving sustainable lifestyles and sustainable consumption objectives, notably through education.



- **Consumer Information:** beyond accelerating the development and design of solutions supporting sustainable lifestyles, the programme will also foster their uptake by consumers, in particular through consumer information. Another important area for cooperation between the two programmes will be focused on the promotion of responsible marketing and advertising practices. Cooperation and synergies will be ensured via 2 of the MAC members that are also part of the MAC for the Consumer Information Programme.
- **Sustainable Buildings and Construction:** enabling sustainable lifestyles means also developing policies, public infrastructures and facilities that support them, in particular in urban environments. Synergies with the Sustainable Buildings and Construction programme will be developed to ensure the development of conducive policies and infrastructures.
- **Sustainable Public Procurement:** public sectors are leading by example are necessary to reinforce public adherence to sustainable lifestyles. The SLE programme will cooperate with the Sustainable Public Procurement to mainstream sustainable lifestyles objectives in policies and procurement processes.
- **Sustainable Food Systems:** cooperation will mainly focus on sustainable and healthy diets, in particular when building the business case for sustainable lifestyles (work area 1.b) and fostering sustainable lifestyles in home environment (work area 2.b).
- **Sustainable Tourism:** synergies are in particular foreseen under the work area 1.a, with preserving traditional social practices at tourism destination.

In addition, the Global SCP Clearinghouse will provide a unique opportunity for the SLE programme to further identify synergies and areas of common interest with other 10YFP programmes and related communities using the platform, as well as with SLE stakeholders not yet engaged in the programme.

## 6. *How will this programme contribute to sustainable, inclusive and equitable global growth, poverty eradication, employment opportunities and shared prosperity?*

As described by objective 1, the SLE Programme aims at giving full consideration to consumption behaviors but also to needs, social norms and interactions, as well as to **well-being**. This will be particularly developed under work streams dedicated to the development of scenarios for sustainable and low-carbon lifestyles. A strong component of the programme aims at building the capacity of public and private decision-makers to adopt **people-centred approach**, and giving full consideration to **quality of life**, culture and norms (work area 1.c). The programme will also measure its progress and successes using **well-being, inequality and poverty indicators** (work area 3.c).

Reforming existing and developing new markets is an essential condition to enable and mainstream sustainable lifestyles. This requires new business strategies, as well as the development and marketing of sustainable goods and services that can support and lead to behavioral changes or new practices. In this perspective, the programme will aim at **building the business case and encouraging responsible market innovation for sustainable lifestyles**. Activities will aim at **demonstrating and quantifying the value-added** of business innovations or developments (technologies, appliances, products and services) that have supported the promotion and advancement of sustainable lifestyles, with a particular emphasis on high impact sectors (e.g. housing, mobility, food, ICTs) and in close cooperation with other sectoral 10YFP programmes, wherever relevant (work area 1.b).



**Private investments** in the development of creative solutions for sustainable lifestyles will also be encouraged, building cooperation with leading organizations in the field of social entrepreneurship, engaging business schools and young entrepreneurs, showcasing technological and social innovation for sustainable lifestyles (work area 1.a), their social and economic benefits, including in terms of jobs creation.

**7. Please describe how the programme activities are based (or will be based) on a solid scientific and policy knowledge base?**

The programme strongly relies on **multi- and trans-disciplinary research** in order to develop scenarios and visions for sustainable lifestyles (work area 3.a), but also to develop **education policies, material and toolkits** for sustainable consumption and lifestyles (work area 2.a). In particular, one key element of this programme is to reinforce the link between **social scientists** and **policy and decision makers**, business developers and leaders, as well as engineers and market researchers (work area 1).

The programme will have a strong **research and scientific component** to develop tools and metrics that will allow to measure and track the progress towards sustainable lifestyles, in particular towards addressing global challenges including climate change mitigation, poverty eradication and well-being (work areas 3.b and 3.c).

**8. Please describe how the programme uses or relies on a life cycle and/or other relevant approaches (traditional knowledge based, resource efficiency, cradle to cradle, 3R, etc.)**

The SLE Programme aims at promoting examples where new knowledge and technologies combined with **traditional knowledge and practices** has proven to be a major asset for climate change mitigation and adaptation and for creating new resource efficient lifestyles (work area 1.a). The programme also intend to pick-up grassroots innovation and trends for sustainable lifestyles, such as collaborative consumption and sharing economies that rely on **decoupling the ownership of an asset from its use**, hence increasing **resource efficiency** and decreasing the use of hazardous materials, toxic chemicals, and waste (work area 1.a). The programme will support pilot projects to replicate these best practices.

Aspirations and desires are also influenced by constant exposure to messages the business, entertainment, information and advertising sectors convey on what a good life should be. The Programme will foster the uptake of sustainability objectives (**resource efficiency, recycling**, etc.), in particular through **life cycle approaches**, in the way these sectors describe, explicitly or implicitly, the conditions for having a good life - what to buy, who to be, how to dress (work area 1.b and 2.b). These activities will be developed in close cooperation with the Consumer Information Programme.

Further, for an effective and rapid change towards sustainable lifestyles, the Programme will target **priority sectors action**, identified based on **life cycles approaches**. It will support pilot projects aiming at triggering or enabling behavioral change on high impact sectors, such as waste prevention and reduction (e.g. food waste prevention, recycling), or energy efficiency. It will also aim at supporting effective public campaigns on key lifestyles issues, including waste recycling (in particular work areas 1.c, 2.c).

In order to assess the Programme contribution to sustainable development objectives and to addressing global challenges, **life cycle approaches and tools** will be developed and their use



will be mainstreamed across the programme activities (work areas 3.b and 3.c).

### 9. Who are the lead and co-lead actors of the programme?

Name of organization	Type <sup>1</sup>	Scale <sup>2</sup>	Role and responsibilities	Representative
The Ministry of the Environment of Japan	Government	National (Japan)	Co-lead	Keiko SEGAWA Director, Division of international strategy, Ministry of the Environment, Japan <a href="mailto:keiko_segawa@env.go.jp">keiko_segawa@env.go.jp</a>
The Swedish Government	Government	National (Sweden)	Co-lead	Peter Repinski, Head of Climate, Energy and Society Unit Stockholm Environment Institute <a href="mailto:peter.repinski@sei-international.org">peter.repinski@sei-international.org</a> +46 70 291 0340
WWF	NGO	Global	Co-lead	Jochen KRIMPHOFF Deputy director, international relations and development, WWF-France <a href="mailto:jkrimphoff@wwf.fr">jkrimphoff@wwf.fr</a> +33 6 71 60 80 51

### 10. Please list the main actors (MAC members and coordinators of work areas, and any relevant partner) in the development and implementation of the programme

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Akatu Institute for Conscious Consumption	NGO	National (Brazil)	MAC member	Helio MATTAR, President, <a href="mailto:helio.mattar@akatu.org.br">helio.mattar@akatu.org.br</a> +55 11 31 79 11 70
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Global Research Forum on Sustainable Production and Consumption (GRF-SPaC)	Academia /Research NGO	Global	MAC member	Philip VERGRAGT Coordinator Exec. Committee GRF-SPaC <a href="mailto:pvergragt@tellus.org">pvergragt@tellus.org</a>
Institute for Global Environmental Strategies (IGES)	Academia /Research	Regional (Asia – Pacific)	MAC member / Coordinator of work area 1	Lewis AKENJI, Senior Policy Fellow and Principal Researcher, <a href="mailto:akenji@iges.or.jp">akenji@iges.or.jp</a> +81-46-826-9594
Integrative Strategies Forum	NGO	National (USA)	MAC member	Jeffrey BARBER President, <a href="mailto:jeffrey.isforum@gmail.com">jeffrey.isforum@gmail.com</a> 1-301-588-5550
JUCCCE (Joint US-China Collaboration on Clean	NGO	National (China)	MAC member	Charlie MATHEWS Strategic Advisor, Sustainable Consumption





Energy)				<a href="mailto:charliemathews@juccce.org">charliemathews@juccce.org</a> +8618201851754
<b>Ministry of Ecology, Sustainable Development and Energy of France</b>	Government	National (France)	MAC member	Nathalie CECUTTI ETAHIRI Cheffe de la Mission Prospective, Commissariat Général au Développement Durable (CGDD) <a href="mailto:Nathalie.cecutti-etahiri@developpement-durable.gouv.fr">Nathalie.cecutti-etahiri@developpement-durable.gouv.fr</a> +33 (0)1 40 81 34 86
<b>Ministry of Environment of Sweden</b>	Government	National (Sweden)	MAC member	Gunilla BLOMQUIST Deputy Director Ministry of the Environment <a href="mailto:gunilla.blomquist@regeringskansliet.se">gunilla.blomquist@regeringskansliet.se</a> +46 8 405 19 52
<b>PERL (Partnership for Education and Research about Responsible Living) at Hedmark University College</b>	Academia/Research	Global	MAC member	Victoria W. THORESEN UNESCO Chair for Education about Sustainable Lifestyles, and Director of PERL <a href="mailto:wwt999@gmail.com">wwt999@gmail.com</a> +47 90887691
<b>Prithvi Innovations</b>	NGO	National (India)	MAC member	Anuradha GUPTA Founder Secretary <a href="mailto:akumarlko@gmail.com">akumarlko@gmail.com</a>
<b>The Responsible Ecosystems Sourcing Platform (RESP)</b>	Business Association	National (Switzerland)	MAC member	Eduardo ESCOBEDO Executive Director <a href="mailto:Eduardo.escobedo@resp.ch">Eduardo.escobedo@resp.ch</a> +41 76 509 4329
<b>Support for Women in Agriculture and Environment (SWAGEN)</b>	NGO	Regional (Africa)	MAC member	Gertrude Kabusimbi KENYANGI Executive Director <a href="mailto:ruralwomenug@yahoo.com">ruralwomenug@yahoo.com</a>
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<b>Uganda Coalition for Sustainable Development</b>	NGO	Regional (Africa)	MAC member	Richard KIMBOWA Programme Manager <a href="mailto:ugandacoalition@infocom.co.ug">ugandacoalition@infocom.co.ug</a> <a href="mailto:rkimbowa@ugandacoalition.or.ug">rkimbowa@ugandacoalition.or.ug</a> +256 414 269461
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<b>WRAP</b>	Not for Profit Charity	National (UK)	MAC member	Mark BARTHEL Special Advisor <a href="mailto:mark.barthel@wrap.org.uk">mark.barthel@wrap.org.uk</a> +44 (0)7950 664501 +44 (0)1295 819675

**11. Is this programme contributing to a multilateral environmental agreement and/or the MDGs or upcoming SDGs? If yes, which one(s)?**

The proposed SLE programme is also aimed at responding to international agreements, and will contribute, within the 10YFP, to the implementation of the post-2015 development agenda<sup>1</sup> and, whenever relevant, to the achievement of related Sustainable Development Goals<sup>2</sup>. Assessing progress on economic, social and environmental pillars is the fifth objective for the programme: measure and track the benefits of action targeting lifestyles. The programme will implement a consolidated reporting framework on the impacts of sustainable lifestyles activities on key objectives including climate change mitigation, resource efficiency and poverty eradication, as well as their contribution to achieving Sustainable Development Goals more broadly. This objective is the aim of the work area 3 of the programme, activities developed under this work stream will feed into all activities carried out under the programme (work areas 3.b and 3.c).

The SLE programme will build on the work carried out under the United Nations Decade on

<sup>1</sup> The Report of the High-Level Panel of Eminent Persons on the Post-2015 Development Agenda, “for twenty years, the international community has aspired to integrate the social, economic, and environmental dimensions of sustainability, but no country has yet achieved patterns of consumption and production that could sustain global prosperity in the coming decades. A new agenda will need to set out the core elements of sustainable lifestyles that can work for all”. A new global Partnership: Eradicate Poverty and Transform Economies through Sustainable Development. The Report of the High-Level Panel of Eminent Persons on the Post-2015 Development Agenda, United Nations, 2013.

<sup>2</sup> The current draft of the Open Working Group’s proposal on Sustainable Development Goals includes two targets explicitly linked to sustainable lifestyles and education: **4.7** “By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and nonviolence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development.”; **12.8** “By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature”.



Education for Sustainable Development 2005- 2014 (UNDESD), proclaimed by the United Nations General Assembly in its 57<sup>th</sup> meeting in December 2002. Over the past 10 years, significant progress in advancing education for sustainable development has been made in the context of DESD, including the official recognition, In 2008, of education for sustainable consumption (ESC) as an essential dimension of ESD, aimed at providing knowledge, values and skills to enable individuals and social groups to become actors of change towards more sustainable lifestyles and consumption behaviors.

While the UNDESD is ending, activities developed under the Programme will build synergies with the UNESCO Global Action Programme to be launched at the forthcoming UNESCO Conference on Education for Sustainable Development, 10-12 November 2014, Nagoya, Japan.

**12. Please list existing and pledged funding sources for the programme. How will the programme mobilize additional resources to scale up and replicate implementation?**

The three co-leads of the programme have committed to provide human resources and in-kind support to the coordination desk of the programme.

When this programme is launched, the Ministry of the Environment of Japan has expressed its intention to use a major part of its \$2.5 million 10YFP contribution budget for FY2014 for the Sustainable Lifestyles and Education programme. It should be noted that MoE Japan funds should be used for activities leading to quantifiable reduction of CO2.

Sweden has provided financial support to the 10YFP, including to the development of the Sustainable Lifestyles and Education programme.

Further contribution from other sources should be explored, in consultation with the members of the Multi-Stakeholder Advisory Committee of the programme

The 10YFP Trust Fund will also provide financial support to initiatives primarily at the regional and national levels, in support of the 10YFP programmes in developing countries and economies in transition.

**13. Please describe how the programme proposal has been developed, including details of how the proposal has taken into account feedback from consultation with relevant stakeholders (in addition to lead actor(s) and partners listed in question 9 and 10), social dialogue. Please use the table to provide details of the organisations or people that have been consulted.**

The development of the programme was jointly coordinated by UNEP/UNESCO, and is the result of several consultation processes since December 2013:

- **December 2013: Informal Expert Meeting** in UNEP/DTIE offices in Paris, gathering 27 participants;
- **May 2014-September 2014: Regular consultation with a 10-member Advisory Group** including Akatu Institute for Conscious Consumption, Business for Social Responsibility (BSR), Consumers International, Partnership for Education and Responsible Living (PERL), Institute for Global Environmental Strategies (IGES), Ministry of the Environment of Japan, Ministry of the Environment of Sweden, Rhodes University, SWECHHA We for Change foundation, and the United Nations University Institute for Advanced Studies of Sustainability (UNU-IAS);
- **July 2014: 2-day Expert Meeting** held at UNESCO, gathering 29 experts on Sustainable Lifestyles and Education;



- **June 2014-July 2014: global 6-week survey** gathering the contribution of 171 stakeholders (48 per cent from developed countries and 52 per cent from developing countries), see list in Annex I;
- **October 2014: 2-week online consultation on the draft concept note**, with feedback from 32 organizations (see list in Annex II);
- **April 2014-October 2014: a stocktaking report** produced by the Partnership for Education and Research on Responsible Living (PERL) aiming at identifying initiatives, tools and strategies on sustainable lifestyles.

This programme proposal has been developed with the participation of key players in the field of sustainable lifestyles and education, and builds on the achievements of and expertise gained through the International **Task Force on Sustainable Lifestyles, led by Sweden under the Marrakech Process on SCP (2003-2011)** with the objective of exploring ways to engage, exemplify, enable and encourage people, civil society organizations and governments to further sustainability in people's everyday lives. Nine projects covered activities in 43 countries across every region of the world in fields as diverse as social innovation, communication, education, marketing, advertising and research. The proposed programme also builds on the work of the **Marrakech Task Force on Education for Sustainable Consumption**, led by Italy, and its partners, especially with regards to the mainstreaming of education for sustainable consumption in formal education and curricula<sup>3</sup>.

**Consolidated list of participant organizations to the Advisory Group, the informal Expert Meeting in Paris in December 2013, and the 2-day Expert Meeting held at UNESCO in Paris in July 2014.**

Name	Type <sup>1</sup>	Scale <sup>2</sup>	Focal point <sup>3</sup>
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<sup>3</sup> For more information about the Marrakech process and its task forces on sustainable lifestyles and education for sustainable consumption: <http://www.unep.fr/scp/marrakech/>



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<b>Sustainable Lifestyles Collaborating Centre on Sustainable Consumption and Production (CSCP)</b>	NGO	National (Germany)	Cheryl Hicks Team Leader
<b>Sustainable Lifestyles Research Group (SLRG)</b>	Academia /Research	National (UK)	Amanda Blue Research Associate
<b>Sustainable Lifestyles Research Group (SLRG) and the University of Canterbury</b>	Academia /Research	National (New Zealand)	Silvia Nissen Research Assistant
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<b>SWECHHA We for Change foundation</b>	NGO	National (India)	Vimlendu Jha <a href="mailto:vimlendu@swechha.in">vimlendu@swechha.in</a>
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**14. Information on Submitting organization(s) (ideally lead and co-leads of the programme)**

Name:

Name:

Name:

Contact person:

Contact person:

Contact person:

Address:

Address:

Address:

Date:

Date:

Date:

Signature

Signature

Signature